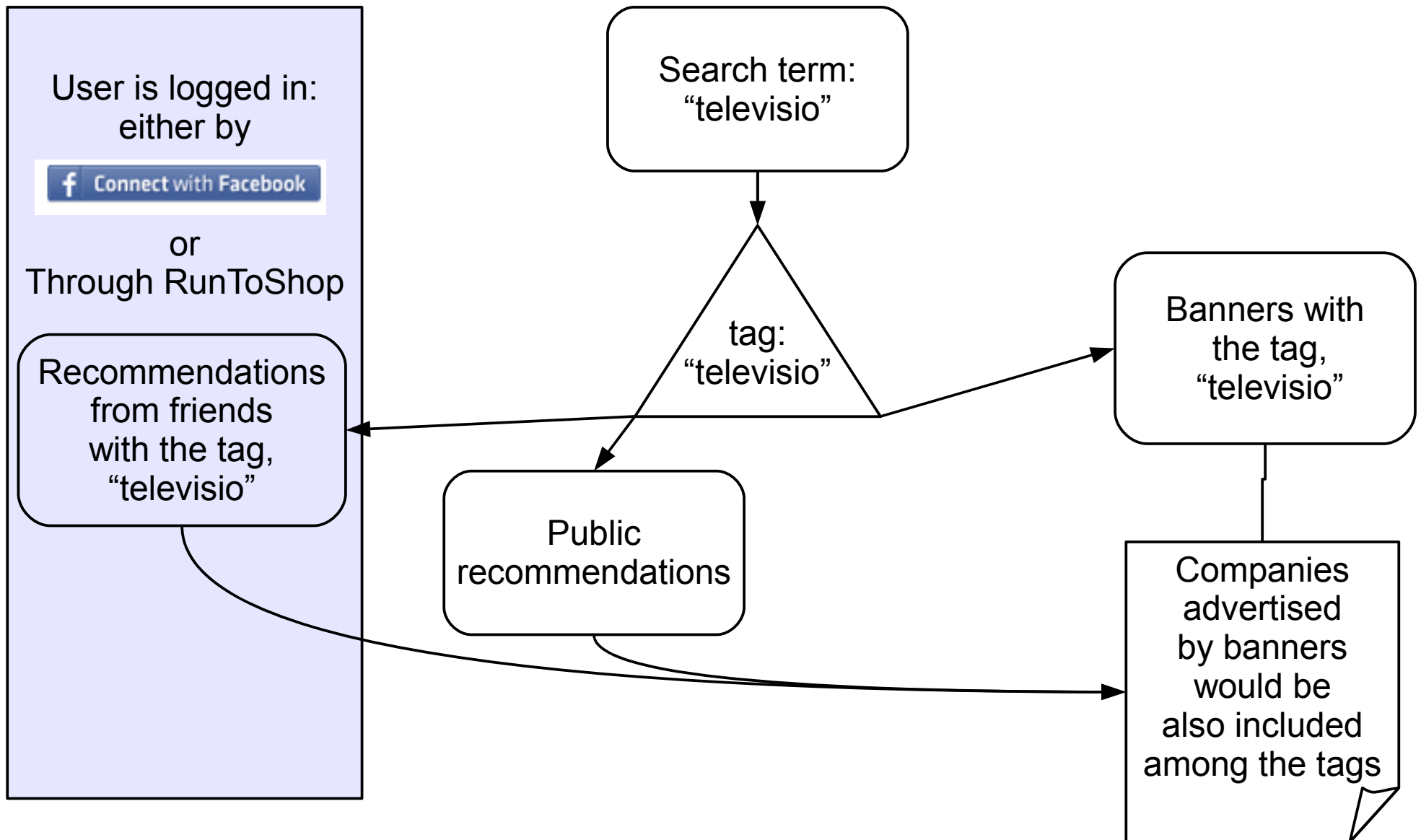


Search Terms and Banners



Relations among search terms, tags and banners

- The user is logged in via FB or RTS
 - Recommendations from actual friends are getting higher rate than recommendations from other users
 - Tags are in a relation with the recommendations and the banners
 - Tags creates the link between **tags** and **banners**
- **Banners**
 - The higher the rank, the bigger and closer to the top the banner appears on the site
 - If the search term is related to an exact product, it would appear under the banner

How to create ranking?

Search term

What is the closest
tag to the search term

In what
recommendation
the tag is found?
How many times
that recommendation
is read? Liked?
Commented?

tags

What banner
the tag is connected
to? How many times
the company is
referenced?

recommendations

banners